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# Example of Marketing Technology Job Description

Our company is growing rapidly and is hiring for a marketing technology. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for marketing technology

* Provide strategic leadership and creative thinking tied to the analysis of technology trends and the identification of new opportunities to help drive brand growth strategies
* Maintain a highly qualified and motivated team
* Consult with individual advisors and teams on marketing and technology strategies
* Analyze business, marketing and technology performance across products, markets, audiences, and channels
* Facilitate strategic reviews of solution development
* The Marketing Technology Partners sit at the heart of our Digital Centre of Excellence, and also act as an extension of our marketing teams
* Conduct ongoing database cleanup and maintenance regarding bounced contacts and duplicates
* Must be able to lead a team supporting clients and understand delivery standards
* Act as subject matter expert surrounding email marketing best practices
* Survey the market for new/enhanced technologies to better enable

## Qualifications for marketing technology

* High transaction rate processing of core business processes
* Interactive/web channel client support needs
* Enterprise level solutions
* Two or more years of using Marketo
* Entrepreneurial drive with a can-do attitude, a strong desire to learn and shape your own career path
* Bachelor's degree or equivalent directly related to work experience